

FILED

AUGUST 31, 1982

**NEW JERSEY STATE BOARD
OF MEDICAL EXAMINERS**

DEPARTMENT OF LAW & PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
BOARD OF MEDICAL EXAMINERS

In the Matter of:

JOSEPH LOURO, JR., D.C.

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ORDER

ORIGINAL

This matter came before the New Jersey Board of Medical Examiners by way of informal discussions between a Committee of the Board and Joseph Louro, Jr., D.C. on February 18, 1982. At this informal discussion, Joseph Louro, Jr., D.C. was accompanied by Stephen C. Hansbury, Esq.

The Committee discussed with Joseph Louro, Jr., D.C. his advertisement of the Louro Chiropractic Clinics which appeared in a local newspaper. Having reviewed this advertisement the Board is willing to resolve this matter through the assessment of a penalty of \$250.00 against Joseph Louro, D.C. and the within entry of a cease and desist Order prohibiting Joseph Louro, D.C. from conduct contrary to N.J.A.C. 13:35-6.13 as follows: first, that Joseph Louro, Jr. cease and desist from the use of the statement "Chiropractic treats causes and not just symptoms.", second, that Joseph Louro cease and desist from the use of "perfect health indicates that nothing is interferring with the flow of this vital energy from the brain. ...", third, to cease and desist from the use of the terminology, "it is easy to see that if anything occurs to hinder, the energy flow, some part of the body will be de-

prived; fourth, to cease and desist from the use of the statement, "many symptoms are treated with drugs, medication or surgery: in fact, it is rather easy to get rid of symptoms but what's really happening, the drug is simply masking the problem, in effect, erasing the message that something is wrong", fifth, he is to cease and desist from the statement that chiropractors located the cause, sixth to cease and desist from the statement that our spinal examination pinpoints the cause, seventh, cease and desist the statement, "once the interference is removed-the cause- the body is able to resume its normal function thereby healing itself," eighth, that he designate his degree D.C. or similar wording at all times; ninth, that health lectures for the general public (non-patients) not take place in his office but that lectures for patients of record are permitted in his office; tenth, to cease and desist from the use of the connotation that he is a specialist in a particular adjusting procedure; eleventh, that he cease and desist from saying complete spinal examinations and x-rays; twelfth, that the terminology that he has a specialized treatment for scoliosis be stopped, thirteenth, that he cease and desist using the diagram with arrows pointing to various levels of the spine with organs indicating adjacent to these arrows, as if there were a "push-button" connection; fourteenth, that he in his advertising indicate that if a series of symptoms such as numbness, shoulder pain, leg pain, occur, then he add

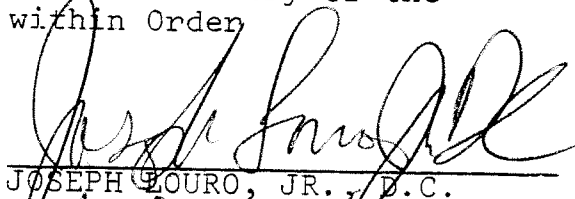
the terminology that these complaints may be due to conditions which are not always treatable by chiropractic methods; sixteenth, to cease and desist from the inference that nervousness is due to a spinal misalignment.



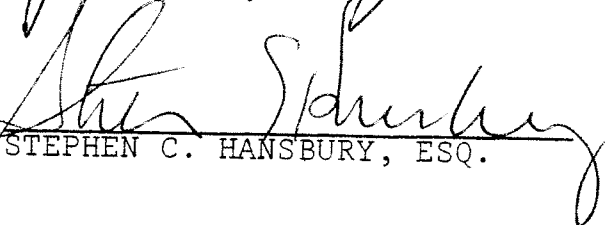
EDWIN H. ALBANO, M.D.
President
N.J. Board of Medical Examiners

DATED: 7/28/82

I hereby consent to the
terms and entry of the
within Order



JOSEPH LOURO, JR., D.C.



STEPHEN C. HANSBURY, ESQ.